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Why Think About It?

Why should I use Think About It as my Decision Assistant?

Think About It helps **you** make the decision by allowing **you** to
• Set the criteria you are going to use to judge your options
• Rate the importance of each criteria
• Enter quantifiable and/or qualitative values for each of your options
• Compare your options against each criteria
• Use proven maths to produce a ranking of your options

What sort of decisions should I use Think About It for?

You can use Think About It to help make all sorts of decisions at home and in the workplace. It can be used to assist with decisions on important purchases such as a car or a piece of equipment or appliance where there are a number of viable alternatives or it can be used to help you decide between alternative courses of action.

Why don't I just leave things to chance?

Think About It is the opposite of leaving things to chance - it allows you to control how you will make the decision and how important each of the criteria are

Why should I use Think About It rather than just doing a simple list of pros and cons?

Think About It gives you the ability to decide what the most important factors are for you in making the decision and then rating them against each other - your weighted criteria will be more accurate than a count. For example one option may have more pros than another but they may not be the pros that are most important to you.

How to use Think About It

Can you summarise the steps necessary for me to make a decision using Think About It?.

Think About It helps you to make a decision by giving you a framework and tools to enter the different aspects of the decision. A decision contains lists of choices you wish to consider and criteria to measure or judge them by. You can also narrate your decisions with notes in most areas of the application. This helps to record your judgements and thought processes while constructing the decision. Photos from your iPhone's camera or photo library can also be added to aid in this narration.

Criteria may be configured to be "measurable" or "quality-based". Examples of measurable criteria might be: - time, distance or fuel efficiency. A quality based criteria is something that is a little less defined, such as style, photo opportunity, reliability or sound quality. A quality criteria is judged more on feeling and is therefore **your** subjective view.

Once you have identified and entered the criteria that will judge the choices, each criterion is assigned an importance rating compared to the other criterion, building up the order of what is important to **you**.

Now it is time to enter and rate your choices. Enter any measurable values and then compare how a choice fares against its alternatives. Assess whether a choice is better or worse at meeting the criteria and state by how much.

Once these simple steps are performed your decision conclusion will be analysed and an outcome displayed.

Does Think About It contain example decisions?

Yes. There are numerous examples included with the application so that you may learn quickly how best to construct your own decisions. We encourage all users to inspect these demonstration decisions as they illustrate the wide range of applications that Think About It may address.

What if I change, modify or remove the demonstration data?

We encourage you to modify the data that is present. You will learn more rapidly by this method than by initial trial and error on your own data. Don't worry if the data is erased or modified past the point of usefulness, all demonstration data may be recovered via the settings option within the application.

Where can I enter notes?

You can add notes against each decision, choice and criteria to remind you of your thinking as you go through the process. This allows you to enter more detail if you need it. You can also enter notes when you rate criteria and choices against each other. This will remind you if you need to edit why you rated criteria or choices in the way that you did.

Where can I enter photos?

Photos can be added to a Decision and added for each choice within a decision. You may add a photo from either the camera or from your Photo Library. Tap the camera Icon beside the Decision/Choice Name to commence photo insertion. You may change a photo at any time while editing the respective subject matter by simply tapping the existing photo. Adding photo's to choices is recommended as the winning choice's photo will be displayed as the Icon for the decision once a conclusion is determined.

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What sort of criteria should I be considering?

This will be personal to you - so for example if you are considering a family holiday with children your criteria may be completely different to someone considering a holiday with friends. Think About It allows you to include measurable criteria as well as non-measurable and to decide what is important to you. Scroll through our demo decisions for some examples of criteria - and here are some more ....
- Size - width/height /depth - if you are thinking about the purchase of a kitchen appliance or piece of furniture
- Fuel economy - if you are thinking about purchasing a vehicle
- Temperament - If you are getting a new pet
- Specific skills and knowledge - if you are putting together a project team in the workplace

Can I restrict the input when measuring a Criteria?

Yes you can. You are able to define minimum & maximum values for the input as well as defining the number of decimal places. While entering the measure for a choice, if you exceed the limits that you may have set, the entry will change colour to red and it not possible to save the input until it is corrected.

Am I required to enter all measurable configuration details?

No at all. You may set any, some or all of the measurement parameters in the configuration.

What is the significance of the setting Bigger Values Are Better?

While configuring a measurable criteria you can consider if the value to be entered has a more positive outcome to you if it is higher or lower than its counterparts. For instance, in the Concert Ticket DEMO decision there are two measurable criteria based upon distance - Proximity to refreshments & Close to East Exit 3. The user is looking to identify the shortest distance between both objects. Both criteria are configured - Bigger Values Are Better : Off.

Should I include cost?

Think About It is designed to work where you are considering choices of a similar cost. If cost is the most important criteria then your decision is probably already made. The application uses tried and trusted decision making techniques based upon the mathematics and psychology of Analytic hierarchy process (AHP). Try not to include cost unless its a low priority criteria.

What do the two colours mean when rating?

The Think About It rating process works like a "star" review system regularly seen on websites and the iPhone's music player except Think About It uses coloured dots of graduated size. The larger the dot the more importance it has. You always rate a Primary factor or choice against its counterparts. Yellow dots indicate the Primary Factor is more important to you. Brown dots indicate that a counterpart is more important than the Primary. The number of dots denotes by how much. A dark grey dot means the Primary and its counterpart are of equal importance. For instance: -
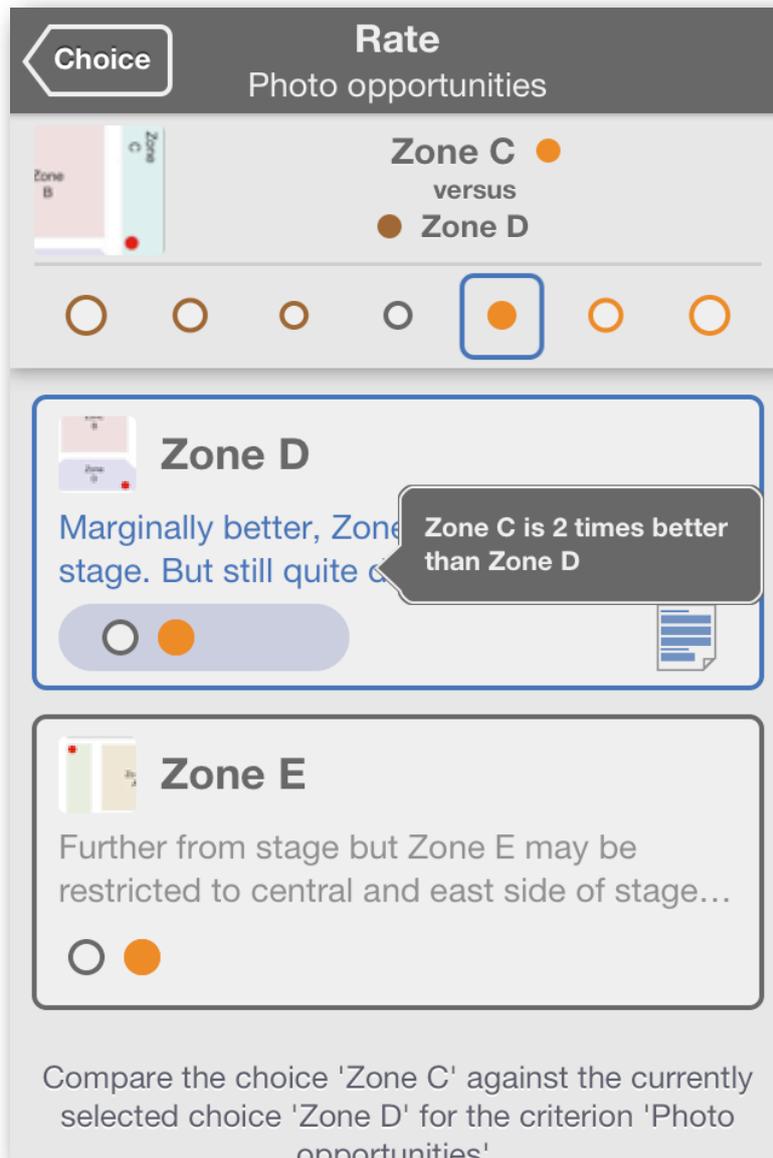
Rating Choices Zone C versus Zone D

Is there a limit to the number of criteria or choices I can have?

Yes, Think About It will allow you to include up to 15 criteria and 15 choices in any decision. This number tends to be more than ample for the types of decisions that Think About It targets.

Can I see how the final decision is ranked?

Yes you can see the rankings and also how close they are to each other - so for example you can see that the 2nd placed option is only marginally behind the first. You can also see how a summary of how you assessed the importance of each criteria and how each choice ranked against each criteria. This means that if on reflection you want to adjust your importance rating you can do so.

I'm having some difficulty with .....

I can't seem to enter photos into my decision

The very first time you attempt to insert a photo, Think About It will ask you for permission to have access to your photo library. If you have previous disallowed this functionality and now wish to allow it, check in your phone settings (Privacy -> Photos) and allow access for Think About It.

I am getting a yellow triangle inconsistency message - what does this mean?

Not only will Think About It analyse and deduce a decision outcome for you, but also it will determine if your rating values are inconsistent. The yellow warning inconsistency message may be tapped to reveal what Think About It considers inconsistent.

As an example, consider a decision with choices A, B, & C with a criteria of Reliability: Importance entered as: -

- A is twice as important as B
- B and C are of equal importance
- C is four time more important than A.

The user entered C is four times more important than A while previously implying that A should be twice as important than C by means of the rating B is equal to C.

The presented screen will explain what appear inconsistent and will give you the opportunity to remove the inconsistency.

I want to select part of a photo as my thumbnail
We hope to add this as an enhancement in the future. In the meantime copy the photo on your phone and then edit the copy - save the edited copy to use in your decision.

Where can I go for further assistance?
Try looking at the DEMO data and the in-built tutorial to see if this answers your query. If they do not solve your issue, please contact us via email: - support@bonedesert.com.